



EFFECTIVENESS OF ADVERTISING MEDIA
(A case study of tooth paste brands)

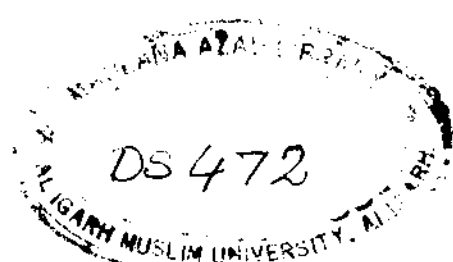
DISSERTATION SUBMITTED
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FOR THE DEGREE OF
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C O N T E N T S

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(M. HAREED)

P R E F A C E

Media is the most important component of conveying an advertising message to all customers. Since independence newspapers, magazines, radio, cinema and lately television are being increasingly used by all the companies for selling their products. Despite their growing importance, it is difficult to determine what effect a particular advertisement media makes on the mind of a consumer. It is equally difficult to measure the effectiveness of such media in terms of sale increase as it is not certain whether the sale accrued due to an advertisement media or because of some other reasons. Also the type of products to be advertised and the particular market segment to be reached have a very great impact in choosing the right kind of media. Regional and national advertisements do also play a role in choosing different media, not forgetting ultimately the budget expenditure of a company because it cannot exceed the budget by selecting any inappropriate media. Hence effectiveness of media has a great role in emphasizing the success of an advertising campaign. Adequate planning and research has to be undertaken before taking up any decision of choosing media.

Chapter I entitled 'Introduction' has three main divisions, firstly advertising has been very vividly discussed, secondly 'Advertising in India', its growth and development has been considered. Thirdly the different characteristics of media were given specific importance. Different Advertising used were cinema, newspaper, magazine, wall advertisement, point of purchase etc.

Chapter II entitled 'Survey Design' again had three divisions, firstly objectives of study. The main points that had to be emphasized, secondly Research Methodology, including sampling plan, sampling design and procedures adopted for research were undertaken, thirdly questionnaire design had in the different ways in which the questions were designed and prepared, also weightage given to various questions.

Chapter III entitled 'Analysis and Interpretation' had two divisions, firstly limitations of study, its basic drawbacks in achieving a universal proof, and also secondly the main analysis which contained different tables were listed including the various inter-relations among various questions.

Chapter IV constituted the last chapter of my dissertation which was titled 'Summary and Conclusions', featured the results of the survey and conclusions that were attained by the study.

CHAPTER I

- 1) Advertising**
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ADVERTISING

Brushpervasive materialistic.....
 intrusive.....dynamic.....alluring.....annoying...
 ...peskey.....indispensible.....fascinating are some
 of the very commonly used objectives to describe adver-
 tising. The average consumer in the developed and
 developing countries like India, China etc. is exposed
 to hundreds of advertisements daily. A carefully designed
 study revealed that 21 typical Milwaukee residents saw
 anywhere from 117 to 484 ads per day in four major forms of
 advertising media. Certainly, any one living in an economi-
 cally developed nation and a good percentage of the popu-
 lation in the developing countries knows from personal
 experience what advertising is.

Advertising is many sided. It can be viewed as a
 form of communication, as a component of an economic
 system, and as a means of financing the mass media. It
 can also be viewed as a social institution, as an art form,
 as an instrument of business management, as field of
 employment, and as a profession.

According to the American Marketing Association (AMA)
 "Advertising is any paid form of impersonal presentation,

and promotion of ideas, goods, and services by an identified sponsor. This definition distinguishes publicity and advertising. When products or service are mentioned favourably in various medias the item appears because it is presumed to provide information or entertainment for the audience. This is publicity, and no payment is made by the benefited organisation. Advertising, on the other hand, is published or broadcast because the advertiser has purchased time or space to tell his story.

As a form of communication advertising is used to promote the sale of a product or service, to influence public opinion, to gain political support, to advance a particular cause, or to elicit some other response desired by the advertiser.

Like atomic energy, advertising can be used to advance or to subvert the welfare of mankind. Judgements of good and bad, therefore, are more appropriate when confined to specific uses of advertising.

The many suppliers competing for consumer favour use advertising to influence a consumer's decision to buy

this item instead of that. The competing suppliers through advertising inform consumers that a given product exists, that it is available at certain retail outlets, that it is priced at a certain amount and that it offers certain want satisfying qualities. Advertising acts as a "middleman". It serves as a specialised intermediary between business firms with goods and services to sell and individuals who might benefit from the purchase of those goods and services. Advertising thus performs the function of interpreting the want satisfying qualities of goods and services in terms of consumer needs and wants.

Advertising is also defined as "Advertising is controlled, identifiable information and persuasion by means of mass communication media."

The institution of advertising are the Advertiser, the Advertising Agency and the Media. Advertisers can be mainly divided into national advertisers, and consumer product advertisers. Another type of advertisers is non-profit organisations such as schools, churches and libraries.

Modern advertising agency makes the creative and media decisions. It also supplies supportive market research and

gets involved in the total marketing plan. In some advertiser - agency relationship, the agency acts quite automatically in its area of expertise; in others, the advertiser remains involved in the creative and media decisions as the campaigns progress.

Newspapers, magazines, Radios and Televisions are the most common types of media. Various types of advertising is as follows: National Advertising, Professional Advertising and non-product or Idea Advertising.

The advertising field is much broader than the construction of advertisement. It includes (i) researching consumers, the product or service to be advertised, and the market to be cultivated; (ii) strategic planning in terms of objectives, market delineation, setting the appropriations, developing creative strategy and media plans; (iii) tactical decisions in regard to budgeting expenditures, buying media and scheduling insertions and broadcasts; and (iv) advertisement construction including copywriting, layout, art, and production. Hence advertisements are the products of a series investigation, strategic plans, tactical decisions, and executions that all together comprise the total advertising process.

Charges made against advertising

It can be argued that the biggest and potentially most insurmountable problem encountered in any attempt to examine and evaluate the social issues surrounding advertising stems ~~and comes~~ from the essentially subjective nature of many of the criticisms that have been levelled in recent years. An additional problem is encountered in the form of the sheer volume of the criticisms that have been made. Nonetheless, we can single out the eight criticisms which, insofar as they are made most frequently and because they bear a direct relationship to the ethics of advertising, are most pertinent to such a discussion. These criticisms are:

1. Advertising exhibits bad tastes.
2. Advertising is frequently false and misleading.
3. Advertising stresses small and insignificant differences between products and has resulted in an unnecessary and wasteful proliferation of brands.
4. Advertising has resulted in uniformity.
5. Advertising concentrates on selling people products they neither need nor want.
6. Advertising is too persuasive
7. Much advertising is irrelevant and unnecessary.
8. Advertising can be used to take advantage of children.

The fact that certain aspects of advertising are in need of change is rarely disputed, even by its practitioners. David Ogilvy, for example, in his book *Confessions of an Advertising Man*, asserts that advertising should be reformed and in defence of this view cites a poll conducted by Mill and Knowlton which found that many influential opinion leaders hold unfavourable ~~xxx~~ attitudes to advertising. He suggests that if advertising is to survive, then reform of certain practices is necessary. Such change is made even more essential when one considers the speed with which consumer pressure groups have grown in recent years and the depth of support given to them both by the public and by politicians.

ADVERTISING IN INDIA

Advertising in India is on a booming trend. But, when compared with United States of America, our expenditure on advertising is 30 pence compared to 180 in U.S.A. But recently there has been a tremendous growth in advertising expenditure. A 16 page issue of the Times of India exposes to a reader something like 617 advertisements. In a 64 page issue of the Illustrated weekly of India, some 18 pages consists of advertisements. While watching a popular television programme like the feature film on Sunday evening, a procession of 40 or 50 advertising commercials would aim to make the viewer's acquaintances.

A single quarter page advertisements in a newspaper like the Times of India will reach approximately 26 lakhs readers in a matter of hours and at cost of just Rs 4.36 paise per 1000 persons reached. A 10 second advertisement on Chaya Geet in Bombay will be telecast to 28 lakh viewers at a cost of only Rs 1.30 paise per 1000 viewers. Advertising also reduces the cost of communication.

In India, nearly all the products are being advertised for their survival. Other than consumer products advertisements, other that feature in a classified columns are advertisements like Bridge grooms wanted, Accommodation wanted or situation vacant. As a famous advertising man remarked 'Advertising is what you do when you can't go see somebody.'

You either don't know him or it would take too much time and effort to go and talk to him'. In such a situation advertising accelerates the process of communication. Advertising is debate, where competing manufacturers argue the merits of their brands so that they may win the public's favour.

Advertising results in a choice of brands for the consumer, an impetus to improve product quality by manufacturers as well as pressure on them to keep prices as competitive as possible. In today's economy, it is advertising that is helping to divert expenditure from avoidable ones to scarce goods, it is advertising that is supporting the public sector's efforts into key areas such as machine tools, fertilisers, tourists, pharmaceuticals, banking and insurance, it is advertising the acceptance of import-substitute products, and it is advertising that will play a significant role in the launching of new technological advance products, bringing a new tomorrow for the citizens of India.

Like the two sides of a coin, one face of advertisement is entirely different from the other. There are over three hundred and twenty five agencies in India which account for an annual expenditure of about Rs 2000 million, in pursuit of the art of persuading

the consumer. The manner in which they operates, however, must provoke the question in the consumer's mind. "Are our admen apes?" How else can we account for so much of Madison Avenue in the output of our own "creative" communicators?

The doubt arises when it is recognised that the Indian climate offers free play for every form of chicanery. "Are they knows as well?" For, in India, there is no advertising, no code of conduct worth the name, no forum for redress and no authority to ensure discipline. Thus, without any professional background - or obligation - anyone is free to persuade the public in any way he wants, to sell anything.

Government is indifferent; advertising doesn't hurt or challenge power. But it does hurt the consumer. No one cares, if the consumer is mute, inert and ignorant of his rights? At the present situation the adman has the maximum opportunity to deceive the consumers. Deceiving thus has become permissible even respectable, in the name of advertising. For it is indeed the fashion, in this form of persuasion, to bluff and to hoodwink, to mystify and to throw dust in the eyes of the consumer, with the utmost sophistication, and scientifically.

We have an odd situation in the world of advertising: the free use of American techniques of manipulation, combined with the free use of Indian business methods and no obligation to society.

It is indeed "free use, considering the frequency and extent of lifting ideas and "copy" from glossy magazines of the west. The "Cinthol Promise" campaign which was hailed by the profession, was but a copy of the "Morny Promise" and in American magazines, both in idea and in the visual.

Some time ago Binnys were made to spend their money on an advertisement with the headline. "Get yourself New Wife". The approach is daring, but then it is also effective, claimed the agency, brazenly plagiarising the Sears Roebuck and, Bring Your Wife And Take Away A New Women. Ideas such as "made for each other" or "come alive with..." are copied ad nauseam; the Appu symbol is already worn and played out.

Let admen copy one another; writers do that, and so do artists, though few are so daring in the claim to originality. While they thus imitate and thrive on the American gimmicks of yesterday, do they ponder on

what they do when they combine the "creative" strategy with irresponsible promises? Works like "guarantee" or "warranty" cannot be used casually, as admen in United Kingdom or the United State know; the code restricts. Here it is treated as a buring gambit, innocent of any liability. The question is who is answerable? Can the adman absolve himself by passing the buck to the client? What did the nationalised banks offer when they advertised term deposits at 31% interest?

The media too appear helpless. Witness the advertisements for M.Litt and Ph.D. degrees by posts, issuing from wayside railway stations. Has any paper tried to check on the bonafides of such advertisers? In Bihar, several advertisements appeared between 1977 and 1980, offering degrees in engineering, the sources being non-existent institutions. The newspaperers knew this ad did the State Government.

UNETHICAL ADVERTISING

"Until now, the need to hard-sell a client's product and the intense competition between agencies for major accounts drove many visualisers and copy writers to resort to methods which lay in the shadowy area between what is ethical and what is not", says one much experienced adman.

Some of the techniques that this insider referred to include: (i) the use of a peer image to play upon the human need for approval. For example, most food products or cooking accessories are promoted through the suggested approval of a mother-in-law, a grandmother or a husband and the children. (ii) By playing on the urge to succeed in a competitive world. Several suitings, cigarettes and perfumes are promoted through suggestions that their use will bring material professional, personal or even sexual success to the user. Believe it or not, there was once an ad which said that the use of bust developer would improve a woman's chance of marital happiness! (iii) The use of the stamp of authority to promote a product which claims to give better health. In such cases, fake doctors sell tooth-pastes, "food", drinks, tonics and other "health-giving" foods. Popular actors and actresses endorse a product and sing its praises suggesting that its use will make the consumer as glamorous, dashing and attractive as the film star. Soaps, cigarettes, sarees and other such "life-style" products often fall in this category.

These methods, according to many advertising experts, are perfectly justifiable. Says one bright

visualiser: "After all, the whole business of advertising is based on the satisfaction of human needs. Either the needs are genuine or they are created. Most ads try to satisfy the former and convince the consumer of the latter. Ad copy, therefore, inevitably plays on the dormant insecurities and yearnings of people. Of course, there is a small percentage of ads which cross the limits of fairness and honesty, and these are the ones which are responsible for an unduly callous picture of the whole industry.

CONSUMER MOVEMENT AGAINST MISLEADING ADVERTISEMENTS

In the last one year alone, several seminars and agitations have been organised to create public opinion against misleading and offensive advertisements. Early this year, for example, the All-India Women's Conference Gujarat, held a meeting in Nadiad to condemn all ads which exploit women as brainless sex objects. Several such protests (a United Nations report, based on the views of 28 governments and other organisations, says that ads are the worst offenders in perpetuating the image of women as sex symbols and inferior beings) have been reported in newspapers and these have created an unprecedented awareness among consumers of their right to condemn any publicity campaign which is offensive to women. This

awareness is further heightened by the action taken by government media (radio and TV) where ads are vetted carefully and listeners are asked repeatedly to complain about any that may slip by inadvertently.

Consumer groups - whether of men or women - are now vocal in protesting against obscene hoardings, unfair practices to promote products and untenable claims. Some, like the women of Gujarat, have even gone so far as to march in the streets shouting slogans and defacing "indecent" posters and advertisements.

This awareness, of course, is fairly new to India. In the West, particularly in Britain and the United States, the advertising industry has already formed organisations of representatives of ad agencies, consumers and other prominent citizens. Such an organisation formulates a code of self-regulation for advertisers, and through their financial and professional cooperation run an office where complaints are redressed. For instance, a British family, misled by the announcement of a sale, may travel miles to buy goods at bargain prices. Should the family then find that the information given by the ad was inadequate, it can contact the Advertising Standards Authority of the United Kingdom and cause the shop to be penalised. The United States advertising code, too, sets up stringent requirements for ads. Nearer home, countries like Malaysia have instituted

finer for claims which an advertiser cannot match with performance.

Social Responsibility

The big cities where advertising is concentrated will soon reach 10 million in number; urbanisation has been at the unprecedented rate of 46% in the last decade. And media availability is growing invitingly. Per contra the citizen tends to take the printed work seriously. We have no Aldous Huxley to exhort that children be taught to distrust advertisements. It is in this context that the advertising profession must ask itself if it should dish out vulgarity and spoof, hoodwinking the client to approve the buxom model in a bikini, whether it is car tyres or bathroom tiles he seeks to sell (one such model holding a transistor invites you to "Take Her to Bed Tonight").

Incidentally, the personal pronoun "you" occurs so often in advertising, with impunity. "What is your Wife Doing Behind your Back?" asks a cheeky one, hoping to sell an appliance.

"Advertising is salesmanship in print," they say. Would a salesman dare to speak thus to consumer? What is the morality of projecting such values and playing upon

the Indian consumer, using alien motivational appeals?
Are Indian idioms and symbols inadequate to persuade
Indians?

Admen may say that all this is not true of all agencies
Quite right. Equally, not all of us are thieves and
murderers. Can it be an argument for the abolition of
the police and the judiciary?

The black sheep can't bring a bad name to the flock.
Self-regulation through a council is the answer. With
15 agencies billing more than Rs 10 million each year it
shouldn't be difficult to think of responsible Indian
advertising.

CHARACTERISTICS OF MEDIA

Media are the vehicles by which advertisers convey their messages to large groups of prospects and thereby aid in closing the gap between producer and consumer.

Except for advertisers themselves, more people in the advertising industry work in media than in any other division. Of all the rupees spent in the planning and execution of advertising programmes and campaigns, approximately two-thirds go to the media.

In connection with the relative amount of advertising funds used, media can be broadly divided into two:- major media and minor media.

Comparison between media classes are notoriously difficult, partly because few realistic and objective standards for comparison exist. There is no universally best medium, since audience and message requirements can differ substantially. But, it is of value to examine the major characteristics of each medium and highlight the respective advantages and disadvantages of their use.

CHARACTERISTICS OF THE MAJOR MEDIA

Print Media

NEWSPAPERS Newspapers can be used to achieve either broad or specialised coverage of the population.

A great deal of information is available on circulation and readership profiles and thus the advertiser can

select media vehicles with precision.

There is flexibility of insertion and cancellation of advertisements. Production costs tend to be comparatively low.

Rate concessions are available.

Daily newspapers allow for a high frequency of message repetition.

Local weekly newspapers tend to be kept in house for several days before being thrown away; there is therefore an increased likelihood of the advertisements being seen and read thoroughly.

A comparatively large amount of information can be communicated.

Colour is available at extra cost in many national newspapers.

MAGAZINES

Magazines offer advertisers the facility for reaching small and very specific segments of the population with little waste.

Colour is generally available and there is a great deal of scope for creative flexibility.

Magazines tend to be kept for some time before being thrown away and are generally read in some detail.

The reader is generally in a relaxed mood and receptive frame of mind.

As with newspapers, a great deal of information is available on circulation and readership profiles.

Rate concessions are available.

A comparatively large amount of information can be communicated.

The effectiveness of the advertisement may be increased by the image of the medium in which it appears (this point is discussed in greater detail in the section on qualitative aspects of media in Chapter 10).

Limitations and disadvantages

Advertising copy has to be submitted some appreciable time before the publication date.

It is difficult to link advertisements to specific events, especially if they occur at short notice.

The cancellation period for advertisements is usually fairly lengthy.

Magazines have a relatively high cost-per-thousand readers.

Audio and Audio Visual Media

TELEVISION

By virtue of vision, sound and movement, television offers a high degree of creative flexibility.

An increasing number of people have colour television sets and this allows for a greater realism of presentation.

Television has achieved a very high penetration of the population and many people watch television for several hours each evening.

The audience tends to be relaxed and in a reasonably receptive frame of mind.

Repetition of the advertising message is possible.

The regional structure of commercial television allows for geographical concentration.

A large amount of information is available on audience profiles and viewing habits.

Rate concessions are available.

There is flexibility in the booking and cancellation terms.

Limitations and disadvantages

The audience may not be concentrating.

The costs of film production are high.

It is difficult to put over a detailed and reasoned argument.

The audience tends to have a down-market bias.

CINEMA

As with television, there is vision, sound and movement and scope for a high degree of creative flexibility.

There is widespread use of colour.

The size of the screen may increase the impact of the advertisement.

There are few distractions for the audience and they are likely to be in a relaxed and receptive frame of mind.

Cinemas can be booked on an individual basis and there is therefore extreme geographical flexibility.

'Standard' advertising films can be bought or hired and the dealer's own name inserted at the end.

Limitations and Disadvantages

The costs of film production are high.

It is difficult to achieve a worthwhile degree of frequency of message repetition.

The audience profiles tends to be young and down-market.

COMMERCIAL RADIO

Local markets can be reached at a comparatively low cost-per-thousand listeners.

There is extreme flexibility in the booking and cancellation terms.

Production costs are very low.

Advertisements can easily be related to specific events and used to counter the activities of competitors.

Repetition can be achieved with relative ease.

Limitations and Disadvantages

The radio tends to be used as a background and the audience may not be concentrating especially strongly.

The audience tends to be young, and have a down-market bias.

There is relatively little scope for creativity.

Outdoor Advertising

POSTERS

A very high coverage of the population can be achieved.

Because of poster sites can be booked separately, there is extreme geographical flexibility.

The poster can be used as the final link in the communication process and serve to remind the consumer at the crucial moment.

A high degree of message repetition can be achieved.

It is a '24 hour medium' and therefore available for communicating the message all day.

Limitations and Disadvantages

Posters have to communicate the message very quickly and unambiguously.

There is no scope for a detailed or reasoned argument.

They have to compete with other stimuli and attractions (e.g. shop contents, road conditions and so on).

Selectivity of exposure is difficult to achieve and wastage is likely to occur.

The 'till countermanded' order means that the most desirable sites are likely to be booked for months and even years ahead.

TRANSPORT ADVERTISING

The characteristics of transport advertising are essentially similar to those of poster, although the audience is occasionally rather more captive and, as a consequence, a more detailed advertising message can be communicated.

CHARACTERISTICS OF THE MINOR MEDIA

In addition to the major media, there are a variety of other minor media available to the advertiser. The following are the popular minor media in use.

DIRECT MAIL

Direct mail is any form of direct advertising that is sent either to existing or prospective consumers through the postal system. Its two main advantages are the directness and 'intimacy' of the approach, and that because contact is made only with selected individuals, wastage can be kept to a minimum. Moreover, it is a medium that imposes little restriction on the length of copy and allows for controlled repetition.

All the same time with rapidly increasing charges and soaring print costs, a direct mail campaign can be quite an expensive proposition. Another disadvantage occurs when it is remembered that the response of many recipients will be to throw the material away either immediately after only a very cursory glance at its contents.

POINT-OF-PURCHASE ADVERTISEMENTS

Advertisements seen in newspapers or on television are usually some way removed both in time and distance from the actual point at which the consumer can buy the product. As a means of reminding the consumer of the product's existence point of purchase advertisements are used nearer to the point of purchase. The final link in the communication process which can act as the ultimate stimulus to encourage the purchase decision can be achieved through the use of point-of-purchase advertisements.

The following are the impact of point-of-purchase advertising:

1. It can trigger latent or postponed purchases.
2. It persuades shoppers to indulge themselves.
3. It can trigger a desire to buy something special for family members.
4. It can break a pattern of shopping intent and release a flood of unplanned purchases.
5. It can evoke a feeling that items are on sale at a reduced price.
- 6.

RETAIL DISPLAYS

Closely associated with point-of-purchase advertisements are retail displays. These displays are usually situated in a prominent position in supermarkets, shopping complexes etc. and are designed essentially to persuade consumers to buy the product when purchase would otherwise be unlikely. They are especially useful for products that are characterised by impulse purchasing patterns, such as sweets and cosmetics.

This advantage of a good retail policy is effectively that it draws the consumer's attention and can highlight product characteristics which might otherwise be ignored.

FREE SAMPLES

The distribution of a free sample to prospective consumers is used as an effective means of introducing a new product

The success of a new product depends largely upon the degree of trial that can be stimulated and the distribution of free samples has been shown to be an effective means of breaking patterns of brand loyalty.

The giving samples is costly and is therefore suitable only for products of comparatively low cost and characterised by frequent repeat purchasing.

TRADE DIRECTORIES

An example of trade directories is the Yellow Pages section included at the back of telephone directories in the United Kingdom.

This is a popular advertising medium since the people who use this facility as the basis for contact are generally in a position to buy. The firm or tradesman does not have to engage in many of the usual preliminaries involved in leading up to a sale.

EXHIBITIONS AND TRADE FAIRS

The opportunity for elaborate and potentially effective displays and demonstrations of a product is made possible through the use of trade fairs and exhibitions. Exhibitions and Trade Fairs generally involve the manufacturer in a relatively high investment and their usefulness

varies greatly with the prestige of the exhibition as a whole and the type and range of other products exhibited.

Exhibitions have the primary advantage of putting prospective consumers into a position of near perfect information and thereby provides them with the opportunity for a full evaluation of the merits of competing products.

SPECIALTY ADVERTISING

The term speciality advertising is used to refer to a miscellany of minor advertising media including cigarette lighters, pens, paperweights, penknives, matchboxes, shopping bags, key chains, calendars and so on which are inscribed with the advertiser's name and given away to customers.

The main benefits to be derived from these gifts are that a favourable attitude is likely to be generated in the mind of the recipient and that frequent exposure to the advertiser's name or message is achieved.

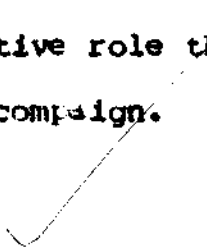
It is a generally expensive undertaking and it is virtually impossible to determine what effect it has on sales and therefore whether it is at all worthwhile.

SPORTING SITES

An opportunity for advertising in recent years has been the advertising sites which surround sports arenas, football pitches and race tracks.

This not only offer the opportunity for spectators to be exposed to them but if television cameras are covering the event there is a strong chance that the advertising message will be picked up and seen by a large number of television viewers at no direct cost.

The minor advertising media represent a small but potentially very useful group of advertising opportunities. Insofar as it is possible to generalise about the uses to which they are put, their main value can perhaps be seen to stem from the supportive role they provide within the overall advertising campaign.



CHAPTER II

SURVEY DESIGN

OBJECTIVES OF THE STUDY

Following are the objectives of the study:

1. To know the media awareness among the people;
2. To measure the scope and effectiness of various media;
3. To analyse the media behaviour of the people;
4. To identify the first source of information for consumer products;
5. To analyse the suitability of media mix for a particular group;
6. To measure the role of different sources of information in buying a product.

The study would be of immense interest to advertising agencies engaged in promoting consumer products through various media.

RESEARCH METHODOLOGY

In order to know the media to which people are exposed, to know the media about which they were aware, and to know the media which influence customer's buying behaviour, a careful review of different advertisements through different media was made to locate a particular product using all the media. It was found that tooth paste was utilizing almost all the important media. Hence, it was proposed to measure the effectiveness of different media among rural and urban people in the context of this product. The selected media for this study were newspaper, magazines, radio, cinema, wall advertisement, point of purchase advertisement (window display and counter display) etc. The major criterion ~~commonly used for advertising~~ for selecting these media was that they were commonly used for advertising tooth pastes in this country.

Selection of Sample

The sample consisted of 150 respondents - 75 of them were residents of Trivandrum city and remaining 75 from one village, Kazhakuttom, adjoining Trivandrum. Purposive sampling technique was used for selecting the respondents. The researchers contacted the people who were anxious to participate in this study.

To make the sample uniform and representative, it was kept in mind that selected persons should be either purchasing tooth paste or influencing the purchase decision. Questionnaire and personal interview techniques were followed to collect the information.

The ratio of respondents between urban and rural areas was 1:1. Every effort was made to make the sample uniform and representative.

FORMULATION OF QUESTIONNAIRE

For the preparation of questionnaire, a few retailers of the tooth paste brand were contacted to get primary information. The questionnaire was prepared to seek information both from urban and rural people regarding the first source of information about tooth paste brands which the respondents were using, the advertisements which they had come across about the same brand or any other, their reading and listening habits of various media, influence of these media on their buying behaviour, etc. Because of poor memory factor, aided recall and unaided recall were given due place in the construction of questionnaire. The questionnaire was kept short, and less factors and directly related were excluded to solicit better response. The questionnaire was prepared in English but, in many cases the questions were translated into malayalam to suit the language requirement of the respondents. A non-disguised, structured questionnaire was prepared.

After designing the questionnaire, it was tested on a random sample of ten persons from rural and urban areas at the Aligarh Muslim University. To improve upon the

the questionnaires, illustrative questions were added and some questions were modified. This modified questionnaire formed the basis of our door to door survey.

Each respondents was asked to mention the tooth paste brand being used at present and the brand he was using before. This was asked mainly to know the brand in which the respondent was taking more interest. Respondents were asked to mention the first source of information for brands. They were asked to mention the names of media from which they read or listened or viewed advertisements about the present brands. Moreover, they were given restricted choice to specify that media which influenced their buying behaviour about the present brands.

After this, the respondent was asked whether he came across any advertisement of any other tooth paste brand. A question was also asked regarding the reading and listening habits of the respondent. Media attitudes were assessed to know the media behaviour of the respondents. At the end, the respondent was asked to mention any advertisement which he found most interesting about any product.

Interview Procedure:

The response of the respondent was recorded on questionnaire at the place of interview. It naturally

brought the advantages of personal interview. For recalling the source of advertisement, the respondent was aided by the various advertising media.

But for recalling the source of media which influenced the buying behaviour, unaided recall method was used. One question was asked purposely (to get forced choice) to name one media only. Further, the respondent was given aid only when it was clear that the respondent knew the answer, but because of his insufficient knowledge about ingredients and intricacies of advertisement media, he was unable to express his views. Aided recalls also helped in getting the pointed reply from the respondents for a particular question. The role of unaided recall was to know the depth of knowledge of the respondent and to avoid any bias. Unaided recalls were sought to the extent possible.

CHAPTER III

ANALYSIS AND INTERPRETATION

LIMITATIONS OF THE STUDY

The effectiveness of the various media is measured keeping in mind the constraints and limitations given below:-

1. The present study was confined to Trivandrum city and its adjoining areas.
2. The limitations and biasness of sampling techniques used in this study may influence the findings of the study.
3. Due to limitations of time and resources, all the possible factors influencing media effectiveness could not be considered.
4. The study of media effectiveness may not hold good over a period of time due to various improvements in the present media and introduction of new media in the near future.

ANALYSIS AND DISCUSSION

Profile of Respondents:

The general profile of the respondents in terms of age, sex, marital status, education and income is given as under:

Age and Sex:

There were 84 males and 66 females. The number of male respondents were 39 and female respondents were 36 in rural areas. These numbers in urban area were 45 and 30 respectively. 46.66 per cent of the respondents belonged to the age group 16 - 25, 33.33 per cent to the age group 25 - 40, and 20 per cent to the age group above 40 years.

(For table see next page)

DISTRIBUTION OF RESIDENTS ON THE BASIS OF
AGE AND SEX

Age group (Years)	6		URBAN		T		RURAL		T		TOTAL	
	M	F	M	F	M	F	M	F	M	F	M	F
16 - 25	20 (44.44)	15 (50)	18 (46.15)	17 (47.22)	35 (46.66)	35 (46.66)	38 (45.23)	32 (48.5)	70 (46.66)			
25 - 40	15 (33.33)	10 (33.33)	13 (33.33)	12 (33.33)	25 (33.33)	25 (33.33)	28 (33.33)	22 (33.33)	50 (33.33)			
Above 40	10 (22.22)	5 (16.66)	8 (20.5)	7 (19.44)	15 (20)	15 (20)	18 (21.42)	12 (18.18)	30 (20)			
Total	45	30	39	36	75	75	84	66	150			

Note: (1) Figures in parenthesis are percentages

(11) M = Male; F = Female; and T = Total

Marital Status:

67.85 per cent of the total respondents among males and 83.33 per cent among females were married as against 74.66 per cent of the total married respondents. Fifty one per cent of the urban respondents were married as against 81.33 per cent of the rural respondents. The percentage of married male and female respondents was higher in rural area than in urban area.

(For table see next page)

DISTRIBUTION OF MALES AND FEMALES ACCORDING TO MARITAL STATUS

Marital status	URBAN		RURAL		TOTAL	
	M	F	M	F	M	F
Married	26 (57.77)	25 (83.33)	31 (79.48)	30 (83.33)	57 (67.85)	55 (83.33)
						112 (74.66)
Unmarried	19 (42.22)	5 (16.66)	8 (20.51)	6 (16.66)	27 (32.14)	11 (16.66)
						38 (25.33)
TOTAL	45	30	39	36	84	66
						150

Note: (1) Figures in parenthesis are percentages

(11) M = Male; F = Female; and T = Total

Education Level:

There are no respondents who are illeterate either in urban or in rural areas. 25 per cent of the male respondents were educated till school, 32.5 per cent were graduates and 42.5 per cent were post-graduates. Out of 35 per cent female respondents in the urban area 17.14 per cent were school educated, 45.71 per cent were graduates and 37.14 per cent were post-graduates.

In rural area out of 40 male respondents 37.5 per cent were school educated, 52.5 per cent were graduates and 10 per cent were post-graduates. Out of the 35 female respondents in the rural area 65.71 per cent were school educated, 22.85 per cent were graduates and 11.42 per cent were post-graduates.

Out of the 150 total respondents 36 per cent were school educated, 38.66 per cent were graduates and 25.33 per cent were post-graduates.

(For table see next page)

DISTRIBUTION OF RESPONDENTS ACCORDING TO EDUCATION LEVEL

Education Level	URBAN			RURAL			TOTAL		
	M	F	T	M	F	T	M	F	T
No Education	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
School	10 (25)	6 (17.14)	16 (21.32)	15 (37.55)	23 (65.71)	38 (50.66)	25 (31.25)	29 (41.42)	54 (36)
Graduate	13 (32.5)	16 (45.71)	29 (38.66)	21 (52.5)	8 (22.85)	29 (38.66)	34 (42.5)	24 (34.28)	58 (38.66)
Post-Graduate	17 (42.5)	13 (37.14)	30 (40)	4 (10)	4 (11.42)	8 (10.66)	21 (26.25)	17 (24.28)	38 (25.33)
TOTAL	40	35	75	40	35	75	80	70	150

Note: (1) Figures in parenthesis are percentages

(11) M = Male; F = Female; and T = Total

Income Groups:

Family income was considered as the basis for the purpose of making income groups. This grouping has been done keeping in view the purchasing power on the one hand and the likely needs, desires, and aspirations of the respondents on the other hand.

14 per cent of the respondents of the urban area are in the income group of Rs 300-600. 53.33 per cent in the income group of Rs 600-1000, 28 per cent in the income group of Rs 1000-1500 and 14 per cent in the income group of above Rs 1500. In rural area 9.33 per cent of the respondents are in the income group of Rs 300-600, 56 per cent in the group of Rs 600-100, 24 per cent in the income group of Rs 1000-1500 and 10.66 per cent in the income group of above Rs 1500.

(For table see next page)

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF INCOME

Income Group	URBAN	RURAL	TOTAL
300 - 600	3 (4)	7 (9.33)	10 (6.66)
600 - 1000	40 (53.33)	42 (56)	82 (54.66)
1000 - 1500	21 (28)	18 (24)	39 (26)
Above 1500	11 (14.66)	8 (10.66)	19 (12.66)
TOTAL	75	75	150

First Source of Information

After having established the fact that the respondents had been using tooth paste for some period; they were asked to name the source of information. Their response is given in the table on next page.

The table reveals that the most important source of information in urban areas was other sources, (mostly advertisement and Doctors) 38.66 per cent of the respondents, followed by relatives (34.66 per cent), friends (21.33 per cent) and shopkeepers (5.33 per cent).

However, in rural areas the most important first source of information was other sources in the case of 37.33 per cent of respondents followed by relatives (27.33 per cent), friends (24.66 per cent) and shopkeepers (10.66 per cent)

This indicates that more than 1 per cent of the urban people depend more on other sources of information (advertisements, doctors etc.) than the rural people.

(For table see next page)

FIRST SOURCE OF INFORMATION

Source	URBAN	RURAL	TOTAL
Friends	16 (21.33)	21 (28)	37 (24.66)
Relatives	26 (34.66)	15 (20)	41 (27.33)
Shopkeepers	4 (5.33)	12 (16)	16 (10.66)
Any other	29 (38.66)	27 (36)	56 (37.33)
TOTAL	75	75	150

Note: Figures in parentheses are percentages

Exposure of Present Brand

The respondents were asked after knowing the first source of information as to whether they would come across any advertisement about the brand presently being used by them. Their responses are as given in the table on next page.

The table reveals that 88.66 per cent of the respondents had seen the advertisement about the brand presently being used by them. 92 per cent of the respondents from urban area and 85.33 per cent of the rural respondents replied in positive. 8 per cent of the respondents from the urban area and 14.66 per cent of the rural respondents replied in negative. This indicates that the urban respondents had better exposure to the advertisement than the rural respondents.

(For table see next page)

EXPOSURE TO ADVERTISEMENT OF PRESENT BRAND

Response	URBAN	RURAL	TOTAL
Yes	69 (92)	64 (85.33)	133 (88.66)
No	6 (8)	11 (14.66)	17 (11.33)
TOTAL	75	75	150

Note: Figures in parentheses are percentages.

Media Distribution

In response to the question regarding the media of advertisement, the respondents mentioned more than one medium. The details are given in table on next page.

Out of the various media, newspaper advertisement had the maximum exposure (63.33 per cent) followed by magazine advertisement (57.33) per cent), radio advertisement (56.66 per cent), cinema advertisement (51.33 per cent), point of purchase advertisement (10 per cent) and other advertisement (1.33 per cent).

Among the urban respondents, newspaper advertisement ranked first, followed by magazines, radio, cinema, point of purchase and wall advertisement.

In rural areas, newspaper and radio ranked first and second respectively followed by magazine, cinema, point of purchase and wall advertisement.

(For table see next page)

MEDIA DISTRIBUTION

Media	URBAN	RURAL	TOTAL
Newspaper	46 (61.33)	49 (65.33)	95 (63.33)
Magazine	43 (57.33)	43 (57.33)	86 (57.33)
Radio	40 (53.33)	45 (60)	85 (56.66)
Cinema	39 (52)	38 (50.66)	77 (51.33)
Wall Advertisements	1 (1.33)	6 (8)	7 (4.66)
Point of Purchase	4 (5.33)	11 (14.66)	15 (10)
Any other	1 (1.33)	1 (1.33)	2 (1.33)
TOTAL	75	75	150

Note: i) Figures in parentheses are percentages

ii) The respondents mentioned more than one medium

Relative Effectiveness of Different Media

When the respondents were asked to make a forced choice of the media influencing them the most, the following responses were observed.

The most important medium influencing the buying behaviour of respondents, exposed to different advertisements media, was magazine (21 per cent). The second place goes to two media - newspaper and cinema (19 per cent each), followed by radio (18 per cent), and point of purchase (13 per cent). The least effective media is wall advertisement media.

But if we take urban and rural areas separately first place goes to magazine (30 per cent) in urban area and in rural area it goes to radio (26 per cent). The second place in urban area goes to cinema and in rural area it goes to newspaper. The least goes to point of purchase (8 per cent) in urban area and in rural area it goes to wall advertisement (10 per cent).

(For table see next page)

**RELATIVE EFFECTIVENESS OF
DIFFERENT MEDIA**

Media	URBAN	RURAL	TOTAL
Newspaper	9 (18)	10 (20)	19 (19)
Magazine	15 (30)	6 (12)	21 (21)
Radio	5 (10)	13 (26)	18 (18)
Cinema	12 (24)	7 (14)	19 (19)
Point of Purchase	4 (8)	9 (18)	13 (13)
Wall Advertisement	5 (10)	5 (10)	10 (10)
TOTAL	50	50	100

Note: Figures in parentheses are percentages

Recall of Advertisement on Tooth Paste Brand

In response to the question regarding the recall of the advertisement media, the response of the respondents were the following:

Out of the total respondents, 83.33 per cent recalled the advertisement. Only 16.66 per cent couldn't recall the advertisement. Eighty-five per cent of the urban respondents and 81 per cent of rural respondents could recall the advertisement about tooth paste brands. Only 14.66 per cent of the urban respondents and 18.66 per cent of rural respondents couldn't recall the advertisement about tooth paste brands. It indicates that the recall of advertisement was higher in the urban area than in the rural area.

(For table see next page)

RECALL OF ADVERTISEMENT ON TOOTH PASTE BRAND

Response	URBAN	RURAL	TOTAL
Yes ¹	64 (85.33)	61 (81.33)	126 (83.33)
No	11 (14.66)	14 (18.66)	25 (16.66)
TOTAL	75	75	150

Note: Figures in parentheses are percentages

1. Respondents recalled the advertisement.

Effectiveness of the Different Media in the Recall

The effectiveness of the different media in the recall of advertisement is as given in the table on the next page.

The table reveals that among those respondents who could call any advertisement, Cinema was the most effective (40.8 per cent), followed by magazine and radio (20.8 per cent), newspaper (16 per cent) and wall advertisements (1.6 per cent). No body could recall any point of purchase advertisement.

If we consider urban and rural areas separately, cinema (46.87 per cent) will be ranked first in urban area followed by magazine (23.43 per cent), radio (18.75 per cent), and newspaper (10.93 per cent). In urban area no one could recall any ad from point of purchase advertisement and wall advertisement. In the case of rural area also cinema (34.42 per cent) is having the first position followed by radio (22.95 per cent), newspaper (21.31 per cent), magazine (18.03 per cent), and wall advertisement 3.27 per cent). In the case of point of purchase advertisement in rural areas also no one could recall any advertisement.

A comparison between media distribution in general and media distribution for recall advertisement reveals that respondents for newspapers were 63.33 per cent in the first case and 16 per cent in the second case. Similarly, the percentages for magazines and cinema were 37.33 per cent and 51.33 per cent respectively in the first case and 40.8 per cent respectively in the second case.

(For tabel see next page).

MEDIA DISTRIBUTION OF ADVERTISEMENT OF
TOOTH PASTE BRAND

Media	URBAN	RURAL	TOTAL
Newspaper	7 (10.93)	13 (21.31)	20 (16)
Magazine	15 (23.43)	11 (18.03)	26 (20.8)
Radio	12 (18.75)	14 (22.95)	26 (20.8)
Cinema	30 (46.87)	21 (34.42)	51 (40.8)
Point of Purchase	0 (0) ✓	0 (0)	0 (0)
Wall Advertisement	0 (0)	2 (3.27)	2 (1.6)
TOTAL	64	61	125

Note: Figures in parentheses are percentages.

Media Habit of Respondents:

To study media habits, the respondents were asked to give their opinion regarding their habit relating to different media such as subscribing to newspaper and magazines, listening to radio, regular pattern of going to cinema, caring to noticing wall advertisement, etc. In answering this question, the respondents were given free choice to indicate all those media to which they were exposed. Whether they read advertisements or nor was not considered. The response threw some light about those respondents who were exposed to some media but did not care for the advertisement in those media. The details are given in table on the next page.

The table indicates that maximum respondents (60 per cent) subscribe newspaper. 49 per cent among the urban respondents and 71 per cent of rural respondents subscribe newspaper. Radio advertisement (48 per cent) occupied the second place; 45 per cent among urban respondents and 50.66 per cent among rural respondents were exposed to this media. Magazine was the next media in importance (42 per cent). 47 per cent among urban respondents and 37 per cent among rural respondents were in the habit of this medium.

Next came cinema (26 per cent); 21.33 per cent of urban and 30.66 per cent of rural respondents were in the habit of this medium. However, both in rural and urban area wall advertisement was least popular medium (10.66 per cent and 8 per cent respectively).

(For table see next page)

MEDIA HABITS OF RESPONDENTS

Media	Urban	Rural	Total
Newspaper	37 (49.33)	53 (70.66)	90 (60)
Magazine	35 (46.66)	28 (37.33)	63 (42)
Radio	34 (45.33)	38 (50.66)	72 (48)
Cinema	16 (21.33)	23 (30.66)	39 (26)
Wall Advertisements	6 (8)	8 (10.66)	14 (9.33)

Note: 1. Figures in parentheses are percentages

2. The respondents mentioned more than one media

3. The percentage has been calculated out of the total respondents (150) distributed in urban (75) and rural (75) areas.

Media distribution of Advertisement Recall of Other Products:

In order to study the effectiveness of advertisement media for products other than tooth paste, the respondents were asked two questions: whether they could recall the advertisement of other products and what were the media of advertisement used for the advertisement. Their replies are given in tables on the next two pages.

98.66 per cent of the respondents from urban area and 90.66 per cent of the rural respondents could recall advertisements about other products. It indicates that the recall rate was fairly high in both the cases. Total percent of the respondents who could recall the ads was 94.66 per cent.

The second table indicates that cinema ranked first for which 38 per cent of the total respondents could recall advertisements about one product or the other. Rural respondents who could recall cinema advertisements were 26.47 per cent as against 48.64 per cent of urban respondents. Magazine advertisement was recalled by 23.94 per cent of total respondents.

This advertisement was recalled almost equally by both urban and rural respondents (24.32 per cent by urban respondents and 23.52 per cent by rural respondents. Newspaper advertisement was recalled by 23.23 per cent of total respondents. But this advertisement was recalled mostly by rural respondents (38.23 per cent). Only 9.45 per cent of the urban respondent recalled newspaper advertisement. Radio advertisements were recalled by both urban and rural respondents (13.51 per cent and 7.35 per cent respectively), with total recalls of 10.56 per cent among the total respondents. Wall advertisement was recalled by 2.81 per cent of total respondents. Point of purchase and other media advertisements were recalled by 0.70 per cent respondents out of the total respondents. Other source mentioned by one respondent is the doctor.

The above discussion indicates that cinema is most effective in urban areas followed by magazine, radio newspaper and wall advertisement. But in the case of rural areas newspaper is most effective followed by cinema, magazines, radio and wall advertisement.

(For tables see next two pages)

RECALL OF ADVERTISEMENT OF OTHER PRODUCTS

Response	URBAN	RURAL	TOTAL
Yes	74 (98.66)	68 (90.66)	142 (94.66)
No	1 (1.33)	7 (9.33)	8 (5.33)
TOTAL	75	75	150

Note: Figures in parentheses are percentages.

MEDIA DISTRIBUTION FOR ADVERTISEMENT RECALL OF OTHER PRODUCTS

Media	URBAN	RURAL	TOTAL
Newspaper	7 (9.45)	26 (38.23)	33 (23.23)
Magazine	18 (24.32)	16 (23.52)	34 (23.94)
Radio	10 (13.51)	5 (7.35)	15 (10.56)
Cinema	36 (48.64)	18 (26.47)	54 (38.02)
Wall Advertisement	2 (2.70)	2 (2.94)	4 (2.81)
Point of Purchase	1 (1.35)	0 (0)	1 (0.70)
Any other	0 (0)	1 (1.47)	1 (0.70)
TOTAL	24	68	142

Note: Figures given in parentheses are percentage.

CHAPTER IV

SUMMARY AND CONCLUSIONS

SUMMARY AND CONCLUSIONS

The main purpose of this study was to identify the first source of information for tooth paste brands, to know the media awareness and media behaviour of the people, and to study the media habits of the people and to measure the effectiveness of various media. The main findings of this project are given below.

Relatives and friends were important sources of information in rural and urban areas. First place goes to relatives in urban areas and to friends in the rural areas. However,, both urban and rural respondents also depended on other sources of information.

Urban respondents were exposed more to advertisements and had favourable response towards advertisements appearing through various advertisement media than rural respondents.

The most important media influencing the buying behaviour of respondents were magazine advertisements followed by newspaper and cinema, and radio. Point of purchase advertisements and wall advertisements were the least important and effective media.

Newspaper reading habit was 70.66 per cent among rural respondents as against 49.33 per cent in urban respondents. The recall of newspaper advertisement of tooth paste brand was 10.93 per cent and 21.31 per cent for urban and rural respondents respectively. Those who could recall advertisements of other products in the case of newspapers were 9.45 per cent and 38.23 per cent in urban and rural areas respectively.

Magazine reading habit was 46.66 per cent and 37.33 per cent in urban and rural respondents respectively. The recall of tooth paste brand advertisements of tooth paste brand advertisements of magazine was 23.43 per cent in urban respondents as against 18 per cent in rural respondents. 24.32 per cent of urban respondents had seen advertisements of other products in magazines. The percentage of respondents who had seen advertisements of other products in magazines from rural areas were 23.52. However, recall of magazine advertisements by urban respondents was relatively better than that of newspaper because of better presentation and the number of times they take a magazine for reading different articles.

Radio listening habit was 45.33 per cent and 50.66 per cent among urban and rural respondents respectively. The recall of tooth paste brand advertisement of radio was 18.15 per cent in urban respondents as against 22.95 per cent in rural respondents. This indicates that people in rural areas cares much of radio programmes. The recall of other products advertisements of radio was 13.51 per cent and 7.35 per cent among urban respondents and rural respondents respectively. This medium had been playing an important role in creating advertisement awareness among rural people. Among urban respondents, it added to existing awareness.

Cinema was an effective medium in urban area. 30.66 per cent and 21.33 per cent of respondents in rural and urban areas respectively were going to cinema regularly. 46.87 per cent of urban respondents and 34.42 per cent of rural respondents could recall the cinema advertisements of tooth paste brand. But in the case of other products 48.64 per cent of urban respondents and 26.47 per cent of rural respondents could recall the cinema advertisements. When compared with the urban area, in rural area, the recall percentage was low.

Wall advertisements have been more effective in rural areas than in urban areas. The reading habit of wall advertisements was 8 per cent and 10.66 per cent in urban and rural respondents respectively. The recall of tooth paste brand was zero per cent and 3.27 per cent in urban and rural areas respectively. And in the case of other products the recall was 2.70 per cent and 2.94 per cent in urban and rural areas respectively.

The rural peoples are less aware of the wall advertisements because there is only less wall advertisements in rural areas. The rural people can read the advertisement or recognize it from package, colour, etc. given in the wall advertisement. Moreover, its larger size, copy and layout, use of colour, and pictures catch the attention of villagers. There were also effective near railway station, bus stand, curves of road, and other crowded places.

Point of purchase advertisement was more effective in urban areas than rural areas. According to the survey findings point of purchase advertisement was found less effective. It proved more effective when customer was exposed to some advertisement through other media.

To sum up, the respondents from urban area were more exposed to magazines, and cinema, whereas respondents from rural areas were more exposed to newspaper, radio, and wall advertisements.

STRATEGY FOR ADVERTISEMENT :

1. For advertisement of tooth paste brands in urban area, the following combination of media depending upon their effectiveness may be recommended.
 - i) Press as a primary medium;
 - ii) Radio as a reminder and reinforcement medium;
 - iii) Cinema as a supplementary medium;
 - iv) Point of purchase of advertisement as a constant reminder.
2. For selecting media combination of rural areas, the following plan may be used:
 - i) Press as a primary medium
 - ii) Radio as a reinforcement medium;
 - iii) Wall advertisement as a reminder medium
 - iv) Regional press as a supplementary medium;
 - v) Point of purchase advertisement as a constant reminder.

3. Some important media, neglected so far, should be evaluated for their effectiveness. For example, trade fair, competition, etc. may be used with proper care in urban area. To explore the marketing opportunities in rural area, some media such as publicity van, puppetry show, demonstration, etc. be tried.

APPENDICES

(a) Questionnaire

(b) Bibliography

SUBJECT: EFFECTIVENESS OF ADVERTISING MEDIA
(A CASE STUDY OF TOOTH PASTE BRANDS)

Dear Sir/Madam,

I am conducting a survey on "Effectiveness of Advertising Media" for my dissertation work in partial fulfillment for completion of my M.B.A. Course. Your assistance is desired to help me to make an accurate and result oriented study. This questionnaire is being forwarded to you and your sincere and candid response is requested. I assure you that this is for purely academic purpose and the information received shall be kept confidential.

Yours faithfully,

M.Harid,
M.B.A. Final Year Student.

1. Personal data of respondent:

(a) Name

(b) Address.....

.....

.....

(c) Sex: Male

Female

- (d) Age Group: 16 - 25 Years
 25 - 40 Years
 Above 40 Years
- (e) Marital Status: Married
 Unmarried
- (f) Education: Nil
 School
 Graduate
 Post-graduate etc.
- (g) Profession:
- (h) Income group: Rs 300 - 600 p.m.
 Rs 600 - 1000 p.m.
 Rs 1000 - 1500 p.m.
 Rs Above Rs 1500 pm.

2. When did you start using tooth paste? Mention the time period
3. Which brand are you using at present? Specify the brand name
4. Which brand were you using prior to this present brand? Specify the brand name.....
5. Since when have you been using the present brand?
 (Tick whichever is applicable)
 - i) Less than one year ago
 - ii) More than one year ago
 - iii) Since last year.

6. What was the source of information for the present brand? (Tick whichever is applicable)

- i. Friends
- ii. Relatives
- iii. Shopkeepers
- iv. Any other

7. (a) After collecting information from above source(s) did you come across any advertisement about this brand?

YES

NO

(b) If yes, what were the media? Tick whichever applicable.

- i. Newspapers
- ii. Magazines
- iii. Radio
- iv. Cinema
- v. Wall advertisement, Bill boards
- vi. Window display, counter display (point of purchase).
- vii. Any other

8. In case you have indicated more than one medium in 7(b), which of the media do you think acted more decisively before you went to purchase this brand? Specify the medium

9. (a) Can you recall any advertisement about any other tooth paste brand?

YES

NO

(b) If yes, name the tooth paste brand

(c) Where have you seen this? Indicate the media.....

10. Please tick whichever is most applicable in your case:

i. Subscribe for newspapers regularly

ii. Subscribe for magazines regularly

iii. Listen to radio regularly

iv. Care to note wall Ad., Poster and Bill Boards.

v. Going regularly to Cinema.

11. (a) Can you recall any ad about any product which you find most interesting?

YES

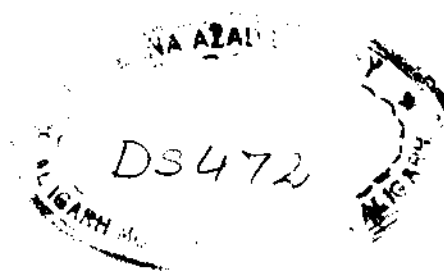
NO

(b) If yes, specify the product and its brand name.

Product.....

Brand name.....

(c) Specify the media.....



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